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## 2020 MARKETING PLAN

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# 2020 PRIMARY GOALS

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- Position Branson as the top choice in consumer consideration set for wholesome vacations
- Grow quality and continuity of re-positioned brand messages
- Continue to improve customer perception of Branson
- Grow Branson's position as a multi-season vacation destination by putting specific focus on empty nesters in the shoulder season
- Convert consumers with a casual interest in Branson to overnight visitors
- Return on investment
- Identify potential revenue streams
- Increase the number of first-time visitors
- Continue exploring new digital and social opportunities
- Outreach to community leaders and partners
- Expand regional partnerships



# DIGITAL & SOCIAL MEDIA

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- Use digital media to inspire, inform and convert Branson visitors.
- Continue to refine and improve the user experience on ExploreBranson.com
- Optimize robust digital marketing dashboard
- Optimize and maximize our investment of time and resources in social channels by analyzing engagement and reach
- Grow newsletter list by 10,000 subscribers
- Continue seeking opportunities to overlay digital and traditional
- Continue to produce more video content in-house
- Provide ongoing customer service and engagement thru digital channels
- Continue to invest in content creation to inspire visitation



# PUBLIC RELATIONS

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- Generate \$22 million in ad equivalency as evaluated by national monitoring services (Vocus/Cision, Meltwater and TVEyes), representing a 44:1 ROI
- Recruit more professional media conferences to Branson.
- Generate positive print, radio and TV coverage, both nationally and regionally, working with Mindy Bianca PR, whose network of media contacts enables first-hand access to story placement in Branson's primary market cities and media outlets in New York, Los Angeles, Chicago and Dallas.
- Capitalize on media interest in Silver Dollar City's new Mystic River Falls, Aquarium at the Boardwalk, Wonderworks and more to promote the plethora of travel stories to Branson.



# LEISURE GROUP SALES

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- Hosting Travel Alliance Partners-TAP Dance Conference in 2020.
- Sponsorship at ABA and SYTA-"The Branson Ice Cream Social" and hosted Dine Around. These are four-day sales events which feature 25-35 Branson Partners.
- Continue to re-engage the community regarding the Student & Youth Travel market.
- Partner with Branson businesses to grow overall leisure groups to Branson.
- Texas Music Educators Association trade show and Dine Around.



# MEETINGS & CONVENTIONS

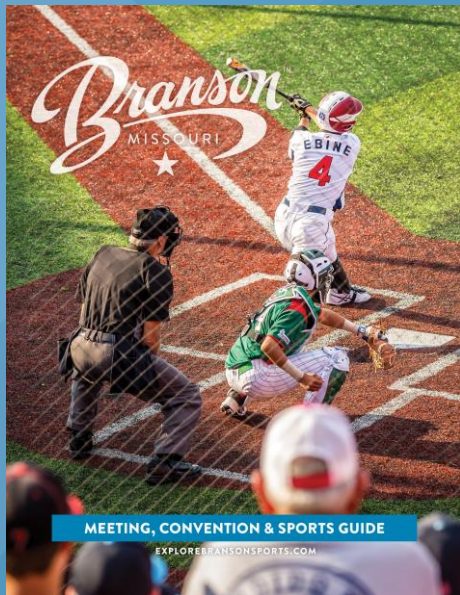


- Increase the number of meetings and conventions by increasing qualified RFP's and site visits by 10% over 2019
- Influence and engage meeting planners through sponsorships at the leading industry tradeshows and conferences (i.e. Connect Marketplace and MPI's World Education Congress).
- First ever display and retargeting campaign that will run using cutting edge meeting planner targeting throughout 2020 with a focus on geofencing specific tradeshows where Branson wants an increased presence.
- Continue to develop fresh digital content to tell the Branson Meeting & Convention story to influencers and decision makers.





# SPORTS MARKETING & DEVELOPMENT



- Attract sporting events and conventions that best fit the Branson/Lakes Area facilities; showcasing the indoor and outdoor offerings available in our community and supporting shoulder season growth.
- Continue working with area venues to identify dark dates and strategically place events that provide expanded economic impact
- Increase incremental travel through sporting events hosted in Branson to achieve the Branson CVB sports tourism mission.
- Increase awareness of sports events hosted in Branson by both outside and local event organizers to grow participation and spectator attendance.
- Continue to work with the BCVB Sports Committee and member of the Sports Facility Advisory Task Force on the long-term strategic plan presented in 2019 to help close shoulder season gaps.
- Define and begin implementation of long-term strategic plan for golf tourism.





QUESTIONS?